

Message Text

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10

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 090572

R 290915Z APR 75

FM AMCONSUL FRANKFURT

TO USDOC WASHDC

INFO SECSTATE WASHDC 0020

AMEMBASSY BONN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

USMISSION USBERLIN

UNCLAS FRANKFURT 2822

E.O. 11652: NA

TAGS: BEXP, GW

SUBJECT: POLLUTION CONTROL EQUIPMENT SHOW

COMMERCE FOR TRAFTON - BIC 226

1. POLLUTION CONTROL EQUIPMENT
2. U.S. TRADE CENTER, FRANKFURT/MAIN, APRIL 22-25, 1975
3. 39 REPRESENTING 50 U.S. FIRMS
4. \$ 17,455.00
5. \$ 9,470,000.00
- A. \$ 5,159,000.00
- B. \$ 4,311,000.00
6. 18
7. 1
8. 46
9. 1,021 REGISTERED
- 150 NOT REGISTERED
10. N/A
11. AMERICAN ACOUSTICAL PRODUCTS (NTM)

THIS COMPANY LISTED AS ITS FIRST OBJECTIVE, FINDING
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SALES REPRESENTATIVE OR DISTRIBUTOR. MR. MOODY,

PRESIDENT, STATED THAT HE ONLY PARTIALLY ACHIEVED THIS OBJECTIVE SINCE, "FROM EXPERIENCE I HAVE FOUND IT MUCH BETTER TO GO SLOW IN SIGNING DISTRIBUTORS IN A NEW MARKET. IN GERMANY EVEN THE PROSPECTS ARE NOT SURE BECAUSE THEY HAVE NEVER SEEN PRODUCTS QUITE LIKE OURS". OUT OF 20 REP LEADS, MR. MOODY EXPECTS TO SIGN 4 WITHIN THE NEXT 12 MONTHS AND OUT OF 8 LICENSEE LEADS, 2 WITHIN THE NEXT 12 MONTHS. OUT OF 100 SALES LEADS, MR. MOODY FORECASTS A QUARTER OF A MILLION DOLLARS OVER THE NEXT YEAR. MR. MOODY STATES, "WITH ALL THE OUTLOOKS BAD, THIS WAS A GREAT SHOW FOR MY COMPANY. AS STATED PREVIOUSLY, BECAUSE OF THE NEWNESS OF THE PRODUCTS, PEOPLE ARE NOT SURE OF WHICH WAY TO GO. THE THE ENTHUSIASM, WHICH I KNOW WILL BENEFIT THE FUTURE, WAS ABOVE REPROACH". (CLEARED)

DISK INDUSTRIAL FILTER & PUMP MANUFACTURING CO. (OTM) MR. WM. C. ZIEVERS, V.P., WAS VERY HAPPY WITH THE ENTIRE EXHIBITION. HIS FIRST OBJECTIVE WAS FINDING A LICENSEE IN GERMANY, WHICH HE DID AND EXPECTS TO SIGN AN AGREEMENT IN THE NEXT YEAR. AS A RESULT, HE HAS FORECAST \$ 750,000 IN SALES OVER THE NEXT 12 MONTHS. MR. ZIEVERS STATED, "WE ARE FIRM BELIEVERS IN PROMOTING EXPORTS AND WOULD LIKE TO SEE MANY MORE OF OUR TAX DOLLARS ALLOCATED IN THIS DIRECTION". DISK HAS AN ANNUAL SALES VOLUME BETWEEN 1-50 MILLION DOLLARS. (CLEARED).HARLAN

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NNN

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Margaret P. Grafeld
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